

## MAJOR AA MOVE: 38 FEATURES IN '56

### John A. Cooper, Retired, Passes

For 23 years chairman of the board of the Canadian Motion Picture Distributors Association until his retirement in 1944, Lt.-Col. John A. Cooper passed away at his home in Toronto last week in his 87th year. After his retirement he headed The Canadian

(Continued on Page 9)

### CFI Was Set Up 21 Years Ago

On September 9, 1935 the Canada Gazette officially recorded that on August 26 a charter had been granted to the National Film Society that it might "encourage and promote the study appreciation and use of motion and sound pictures and televi-

(Continued on Page 4)

### Butcher, Baker—All In The Movie Business

Canadian motion picture theatres operated on a non-profit basis as a public service by local social and service clubs represent a substantial piece of business, even though each community has no more than one. Usually such places of exhibition, categorized as theatres by the Dominion Bureau of Statistics because they are regular and fixed operations, are underwritten by local merchants through the Board of Trade or Chamber of Commerce. The merchants do so to keep the people from doing their week-end shopping in some nearby community, which, unlike their own, has a movie house.

(Continued on Page 3)

### RKO's 'Back From Eternity'

Robert Ryan and Keith Andes will star in RKO's Back From Eternity, which John Farrow will produce and direct.

### COOPER, BOGART, LOLLOBRIGIDA AMONG STARS; C'SCOPE, ETC.

Allied Artists moved into a major position as a source of feature motion pictures with the completion of 15 productions as part of the 38 it will produce in 1956. The program was announced in Toronto, head office of the Canadian company, by D. V. Rosen, general manager, and Jack Bernstein, general sales manager. An additional 15 will be in CinemaScope and SuperScope, with color by Technicolor slated for most of these.

### Odeon Theatres To Promote 1956 Miss Canada Contest

A screen test in England by the Rank Organization will be awarded the 1956 winner of the Miss Canada Pageant, it was announced in Toronto by The Odeon Theatres (Canada) Limited and The Rank Organization, which will be participating in the beauty contest. Miss Canada will be flown to the UK via Trans-Canada Air Lines Super Constellation as the guest of The Rank Organization and will return in time for the Miss America contest.

This is the greatest opportunity ever offered a Miss Canada.

Entry forms and rules of the Pageant are available at all Odeon houses across Canada and local preliminaries will be held at Odeon theatres in each community during May. Winners will go on to the Provincial semi-finals on June 12-13-14 and then the all-Canada finals in Hamilton, Ontario in July.

### Garfin Quits Emp-U; Wright To Toronto

G. Perry Wright, Vancouver branch manager for Empire-Universal Films, has been named Toronto branch manager by A. W. Perry, president, as successor to Joe Garfin, who resigned. Garfin, with the company for 20 years, was promoted from the management of the Calgary branch in July, 1955.

Wright has been succeeded in Vancouver by Charlie Backus, for many years a booker.

Promotions, said Perry, are always from within the ranks.

### CinemaScope 55 Showing Feb. 1

First Canadian demonstration of CinemaScope 55, 20th-Fox' great new projection system, will take place at the Imperial, Toronto on February 1, during the four-day national sales convention, Peter S. Myers, Canadian general manager, states. For the

(Continued on Page 4)

### New Fisher Aide

Robert Gardner, who heads the Odeon movie clubs among other activities, has been made an assistant to Frank H. Fisher, vice-president in charge of theatre operations for The Odeon Theatres (Canada) Limited. He's been with Odeon for some years.

### OSCAR-TYPE THEATRE VOTE HERE?

A plan whereby Canadian movie patrons will win prizes donated by local merchants and others if they guess the winners of the Academy's Oscars is being prepared by the Public Relations Committee of the Motion Picture Industry Council of Canada. The Committee, meeting in the offices of the Canadian Motion Picture Distributors Association of Canada, heard its chairman, Charles S. Chaplin, explain the plan. Furthering of it was approved by those present, among them R. W. Bolstad, MPICC chairman, and various members were assigned to work on aspects of it.

The ballots, to be made up after the Academy releases the names of persons and pictures nominated, will be for several categories. All voting will be on a local or zone basis. Provincial and regional exhibitor associations are expected to handle the plan in their areas. Preparations for ballots, trailers, etc. are under way now.

The Academy Awards will take place on March 21, with the list of nominees to be released in February.

### Lone Ranger Tour

A personal appearance by The Lone Ranger will highlight the tour. The Lone Ranger will appear on February 16 and 17 the day after. His tour will include 36 USA cities.

### Audrey Hepburn In 'L'Aiglon'

Audrey Hepburn will star in Paramount's L'Aiglon.

### MGM's 'The Last Notch'

Glenn Ford will star in MGM's The Last Notch.

### Astral's 'Canadian'

The Little Canadian, produced by Mel and Pearl Turner for St. Lawrence Pictures Corporation, Kingston, Ontario, will be released throughout the world by Astral Films Limited, Toronto, headed by I. H. (Izzy) Allen.

### MOTION PICTURE RESEARCH GUILD BOXOFFICE HYPO?

For several months the Motion Picture Research Guild, subsidiary of a well-known Canadian circuit, has been carrying on audience polls to determine the theatregoers' choices of actors, actresses, directors, producers and pictures. They have been conducted in several Ontario towns, with cash awards to the voters whose own choices come closest to the overall ones. But it's an experiment and the results are being studied. It will likely be offered to the rest of the theatre industry.



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IN  
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**20th  
CENTURY**

**THEATRES**

**ACROSS  
CANADA**

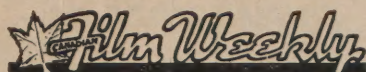


ALLIED ARTISTS  
MARCH OF  
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**ALLIED ARTISTS PICTURES OF CANADA LIMITED**

THE INDUSTRY'S NEW  
**POWERHOUSE**  
OF HITS!





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## BUTCHER, BAKER

(Continued from Page 1)

They know the farmers who come to town like to see a film on the same day as they shop.

For some years Alberta and Saskatchewan passed up the amusement tax on such operations, accepting the plea that they were of a non-profit nature. Indeed, the merchants paid the loss if any and permitted the manager to keep the profit when there was one. But operators of theatres run purely for profit objected that the absence of the amusement tax enabled the Community Enterprises, as they are called by the DBS, to charge a smaller fee and this was unfair competition. So the Provincial treasuries imposed the tax.

In 1954, according to the DBS, there were 645 such theatres in Canada and these had 144,172 seats. They took in \$1,800,794 in receipts from 5,269,925 admissions, exclusive of amusement taxes, for an average admission price of 34c. The average capacity utilized was 35 per cent and the potential possible admissions was 15,022,096. Of the 645 total 152 were 35 mm. houses and the rest 16 mm.

Similar to the trend of exhibition in Canada generally in 1954, statistics for Community Enterprises were down from the year before. In 1953 there were 669 establishments, 24 more than the year following, and these had a seating capacity of 151,650, a figure 7,478 greater than that of 1954. Receipts totalled \$1,851,658, \$50,864 higher, from 5,647,668 admissions, which was greater by 377,743. The average capacity utilized was one per cent higher and the potential possible admissions was 769,072 greater. Only in the average admission price was 1954's figure more than that of 1953, 34c as against 33c.

Of the 645 establishments of 1954, the greatest number — 193 — were in Saskatchewan, where farming is the main industry and the population widely scattered over great areas, thus making the usual commercial theatre a risky investment. Quebec came next with 188 and these were predominantly parish halls, many of them set up so that children under 16, banned from regular theatres by law, could see movies.

## AA Offers 38 In '56

(Continued from Page 1)

and starring Audrey Hepburn and Gary Cooper; Walter Wanger's *Underworld USA*, in SuperScope and starring Humphrey Bogart and Lauren Bacall; and *The Hunchback of Notre Dame*, in CinemaScope and Technicolor, with Gina Lollobrigida and Anthony Quinn heading the cast.

On the way are *At Gunpoint*, in CinemaScope and Technicolor, with Fred MacMurray, Dorothy Malone, Walter Brennan, Tommy Rettig and Skip Homeier; *Jeanie*, in Technicolor, with Van Johnson and Vera Ralston in the leads; *The First Texan*, in CinemaScope and Technicolor, starring Joel McCrea, Jeff Morrow, Felicia Farr and Wallace Ford; *World Without End*, in CinemaScope and Technicolor, starring Hugh Marlowe and Nancy Gates; and *Cattle King*, in CinemaScope and Technicolor, with George Montgomery and John Ericson in the leads.

Also *The Four Seasons*, in Technicolor and starring David Wayne, Keenan Wynn and Marcia Henderson; *The Long Walk*, in CinemaScope and Technicolor, starring Fred MacMurray; *Walter Wanger's Invasion of the Body Snatchers*, in SuperScope and starring Kevin McCarthy and Dana Wynter; *Walter Wanger's Mother-Sir*, with Joan Bennett, Gary Merrill and Shirley Yamaguchi; *Three for Jamie Dawn*, in SuperScope and with Laraine Day, Richard Carlson and Ricardo Montalban; and *No Place to Hide*, in DeLuxe color, starring David Brian and Marsha Hunt in the leads.

Also *Massacre at Dragoon Wells*, in SuperScope and starring Barry Sullivan; *Magnificent Roughnecks*, starring Jack Carson, Mickey Rooney, Jeff Don-

nell and Nancy Gates; *The Come On*, in SuperScope, starring Anne Baxter and Sterling Hayden; *Crime in the Streets*, with John Cassavetes, Sal Mineo, James Whitmore and Mark Rydell; *Paris Folies of 1956*, in Technicolor, with the Whiting Sisters, Forrest Tucker, Martha Hyer, Frank Parker, Dick Wesson, The Sportsmen and the *Moulin Rouge Girls*; and *Shack Out on 101*, with Terry Moore, Frank Lovejoy, Keenan Wynn and Lee Marvin.

Also *Screaming Eagles*, by the producers of *The Phenix City Story*; *Hold Back the Night*, starring John Payne; *Wicked Wife*, with Nigel Patrick, Beatrice Campbell and Moira Lister; *Thunderstorm*, with Linda Christian, Carlos Thompson and Charles Korvin; *Medic and Racket Squad*, both to be based on the top-rated TV shows carrying those titles; and a highly-exploitable showmanship "combination package"—*The Atomic Man and The Indestructible Man*, featuring Gene Nelson, Faith Domergue and Lon Chaney, Jr.

The Allied Artists release schedule will also be augmented with, in addition to the productions listed above, eight William Broidy films and four more in the *Bowery Boys* series, starring Leo Gorcey.

Following the recent sales meeting in New York, Rosen and Bernstein expressed great enthusiasm with the company's line-up of outstanding boxoffice attractions. Allied Artists Pictures of Canada Limited will back up these major releases with elaborate and comprehensive country-wide advertising, exploitation and publicity campaigns set at national and point-of-sales levels.

## STRATFORD PLANS INCLUDE FILMS

Premier Operating's Avon Theatre in Stratford, a one-time opera house with 1,000 seats, will offer two stage companies from Quebec in the afternoons, judging by an announcement in Toronto by Michael Langham, artistic director of the Festival. These will alternate with showings of representative films. There will be five alternating programs. The only films at the Festival up to now were National Film Board subjects and these weren't shown in a regular theatre building.

Langham said that "the greatest film successes of the past 50 years would be shown." These include "both documentary and entertainment films from Spain, France, Sweden, Russia, Britain, Canada and the United States."

Gratien Gelinis will again become Fridolin for one of his famed satirical revues, this one played in English, while *Le Theatre Du Nouveau Monde* will offer Moliere selections in French. The leading Quebec players will also appear in *Henry V*, since there will be no conflict of matinees.

The Shakespearean plays to be presented in the new permanent theatre are *Henry V*, with Christopher Plummer in the title role, and *The Merry Wives of Windsor*. Louis Applebaum, who is well known as a film composer, will provide a score for *Henry V* and John Cook the one for *The Merry Wives of Windsor*.

Stratford has three theatres but one is closed. Premier Operating has the other two. The regular evening film performances will not be affected.



NO part of Show Business has ever travelled too long in continuing prosperity as one would on a smooth road. The course of prosperity for the motion picture



segment has certainly been a bumpy one and at times very hilly. This is forcefully highlighted in the recently published 50th Anniversary Edition of *Vari-*

*ety*. In its pages one can find an outline of the history of our business from the time of the opening of the first Nickleodeon some 50 years ago to the present. Much is to be learned from it and there is much food for thought.

When one realizes fully the extent to which our business has had a turbulent and rocky record one may the more easily face the problems of the day and try to anticipate the course of the future. We sometimes fear to face the truth, but the inevitability of circumstances forces us to realize that today there are many theatres in the country which are due to be closed this year. In some cases, the owners are hanging on and even going into debt in the vain hope that a miracle will occur which will help them swing into the black. It would be facetious to quote that the age of miracles is past, but it might be helpful to reiterate the basic facts as we know them today. There are many theatres in this country which are dilapidated and antiquated and which do not lend themselves to the new screen techniques. No amount of expenditure can set these theatres right to compete under present-day conditions. There are some in sub-sub run locations which cannot hope to draw sufficient patronage to meet the overhead when faced with strong TV competition.

The pinch of TV has been felt by many businesses which cater to man's leisure hours. For example, the book publishing business, spectator sports and taverns, to mention a few. Most motion picture theatres in TV areas have felt the pinch, but some are really being squeezed. The owners of these must take stock and decide their future course.

The motion picture theatre is a part of our way of life and will continue to show remarkable vitality despite the pronouncements of some would-be grave-diggers. However, some theatres in certain categories are definitely

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## 21 YEARS AGO

(Continued from Page 1)

sion as educational and cultural factors in the Dominion of Canada and elsewhere." Although the name Canadian Film Institute only dates back to June, 1950 the organization is actually 21 years old this year. While those years have more often than not been ones of struggle for survival, the Institute's present state of activity is an indication that the founding fathers were indeed foresighted in anticipating that far back the need for certain national film services.

It was on April 2nd, 1935 that a dozen Ottawa persons prominent in public affairs and government met to consider the establishment of a film organization in Canada similar to the British Film Institute which had been set up the previous year. They recognized then that, in addition to providing service to film societies, the educational potentials of the film should be developed. Serving as a clearing house for film information and a Canadian outlet for the programs of the Museum of Modern Art in New York were among the functions named at that time. The preparation of a report on the educational and cultural aspects of film in Canada was also proposed, with the Carnegie Foundation being asked to underwrite its cost.

The appointment of a permanent board of directors was left to a future date. Eric Brown was named temporary chairman and Donald Buchanan temporary secretary. Among those who attended the meeting were some whose support for the organization carried on down through the years—people like C. G. Cowan, H. O. McCurrie and the late E. W. Harold. A previously-prepared set of bylaws was considered and provision made for the affiliation of branches, which were then being proposed in several major centres across Canada.

James A. Cowan of Toronto, the current president, took over a couple of years ago from Charles G. Cowan of Ottawa, who had succeeded Sidney Smith, now president of the University of Toronto, the Institute's first chief. Executive secretaries, in order of service, are Donald Buchanan, Naomi Slater, O. C. Wilson, Dave MacKenzie, Gordon Adamson and Charles Topshie, in office now.

Since 1935 there have been many changes of emphasis in the Institute's services, but always it has striven to implement its charter purpose in terms of current needs. Its ability to provide adequate service has too frequently been limited by insufficient financial means and now 21 years after its founding the day of its greatest usefulness

## News Notes

### BRANTFORD MGRS.' VARIETY SHOW

Over \$700 was raised for the Toronto Variety Club's Heart Fund by the Brantford Theatre Managers Association at their sixth annual variety show. Held on a recent Sunday, the theatre night featured a film supplied by Warner Bros. and a stage show in which all the performers donated their services. John Kurk, chairman of the out-of-town shows for the Variety Club, aided the local managers.

Famous Players gave the use of the Capitol Theatre in Brantford gratis and Local 582, IATSE & MPMO, permitted its members to work the show free of charge. Ronald King and His Orchestra supplied the music under arrangement with the Brantford Musicians Union Local 467, for which Telfer Sharpe is the business agent.

On the bill were Gerald Peters, who acted as emcee; Allen Crowfoot and his accompanist, Marjorie Massey; Denyse Angiers, the Bell City Quartette, Violet Murray and Dave Broadfoot.

Committee handling the affair for the managers included Joe Paul of the Paramount, chairman; Ted Burrows, of the Odeon; Bill Burke, Capitol; Ben Schacher, College; and Elsie Bradshaw, assistant at the Paramount.

### TWO TV APPLICATIONS BEFORE CBC

Applications for two new stations, one deferred from the previous meeting, two requests for increases of power and permission to lease a station will be among the TV matters heard at the 99th meeting of the CBC Board of Governors on February 9 in Ottawa.

Application of Twin Cities Television Limited for a licence to establish a TV transmitter on Channel 4 in Kamloops, BC, deferred for further study by the Board, will be considered, as will that of David N. Armstrong for a station on Channel 6 in Victoria, BC.

Both CFCM-TV, owned by Television de Quebec (Canada) Limitee, on Channel 4 in Quebec City, in which Famous Players Canadian Corporation is a partner, and La Tribune Limitee's CHLT-TV on Channel 7 in Sherbrooke, Quebec will ask for an increase in power. La Radio du Bas St. Laurent Inc., owner of CJBR-TV on Channel 3 in Rimouski, Quebec, will apply for authority to lease its station to The Central Public Service Corporation Limited.

### RETURNS 'RELATIVELY UNHAMPERED'

Film remittances from major foreign markets, among them Canada, "were relatively unhampered" during 1955, states a press release from the United States Department of Commerce. In spite of distribution obstacles 1955's remittances should exceed \$200,000,000 and continue at that rate in 1956. UK and French agreements have been renewed for another year, a three-year pact was signed with Italy and one for two years with Germany.

More than 40 per cent of USA film income comes from outside the country and 68 per cent of the screen time in the free world goes to American pictures. Latin America provides the most time. Increased theatre facilities throughout the world have helped boost USA foreign business for American production, which depends more on non-USA revenue than any other domestic industry.

Foreign difficulties usually arise out of import or playing-time quotas, rental ceilings, taxation, censorship and import-license restrictions.

Foreign operations were never more complex, states a study by the Scientific, Motion Picture, and Photographic Products Division of the Department of Commerce's Business and Defence Services Administration, which Nathan D. Golden heads.

### Stars Of 'Return Of Custer'

Randolph Scott and Barbara Hale will star in the Scott-Brown production for Columbia, *The Return of Custer*.

appears about to dawn.

At a time when the film, both as an art and an industry, needs new ways of both spurring and recording its growth in our national life, the Institute faces an uncertain future because of financial troubles.

### Montgomery In 'Cattle King'

George Montgomery will star in AA's *CinemaScope*, *Cattle King*.

### Adult Entertainment

Latest additions to the Adult Entertainment list of the Ontario Censor Board include *The Deep Blue Sea*, *The Desperate Hours*, *Flame of the Islands*, *Guys and Dolls*, *Killer's Kiss*, *Tarantula* and *The Trouble With Harry*.

## CINEMASCOPE 55

(Continued from Page 1)

first time in 20th-Fox history the complete booking and sales personnel from coast to coast will attend a single convention and they will join the representatives of press, radio, TV, engineering, music composition, women's film selection groups and many others with a special interest in some phase of the motion picture at the 9.45 a.m. screening of excerpts from *Carousel* and *The King and I*.

It is estimated that some 300,000 persons from all fields of activity will see the screenings in 59 different North American cities. In Canada the Toronto demonstration, which will be addressed from the stage by W. C. Gehring of the 20th-Fox home office in NY, is the first of a series scheduled for each exchange centre. Gehring, assistant general sales manager, will be joined at the sales meeting and demonstration by Rodney Bush, exploitation manager. Sam Glasier, Canadian exploitation chief, is working under Myers orders in making the invitation list large enough to include all in a position to appreciate the accomplishment represented by the new 55 mm. medium — opinion makers, financiers, scientists, etc. They will hear Darryl Zanuck, 20th-Fox production chief, provide commentary for the one-hour subject from the screen.

All *CinemaScope 55* demonstration films are being projected with Bausch & Lomb optical systems. Photographed on 55 mm. film, the projection prints are standard 35 mm. film, resulting in crisper images.

In setting up the demonstrations, Fox engineers will install B&L prime lenses and anamorphic attachments in those theatres not already so equipped. Fox engineers have borrowed the lenses from B&L to assure that maximum projection quality is obtained.

In addition to the B&L Super Cinephor f1.8 prime lenses and *CinemaScope* attachments, the Fox engineers will also install a unique heat-reflecting filter in each projector to protect the film from the heat of the arc lamps. The filter transmits the light from the arc, but reflects a large portion of the heat back away from the film.

The new film process brings brighter, clearer pictures to the *CinemaScope* screen. The original photography in all *CinemaScope* pictures is also taken exclusively with Bausch & Lomb lenses.

### UA's 'Step Down To Terror'

Security Pictures has signed Anthony Quinn to star in *Step Down to Terror*, which United Artists will release.



**20<sup>TH</sup> MAKES HISTORY IN FEBRUARY!**



RODGERS & HAMMERSTEIN'S  
**CAROUSEL**

THE FIRST MOTION PICTURE IN

**CINEMASCOPE**  
**55**

MORE THAN YOUR EYES HAVE EVER SEEN



TURN THE PAGE



...ALSO AVAILABLE IN



BROTHER AGAINST BROTHER, MAN AGAINST  
WOMAN IN THE RANCH SOCIETY JUNGLE OF  
TODAY'S GREAT SOUTHWEST!

VAN JOHNSON · JOSEPH COTTEN  
RUTH ROMAN · JACK CARSON

## THE BOTTOM OF THE BOTTLE

COLOR by DELUXE

CINEMASCOPE

with Margaret Hayes,  
Bruce Bennett, Brad Dexter  
Produced by BUDDY ADLER  
Directed by HENRY HATHAWAY  
Screenplay by SYDNEY BOEHM  
From a story  
by Georges Simenon



CLI



**FEBRUARY FROM 20<sup>TH</sup>!**

THE STRANGEST SPY STORY IN THE ANNALS  
OF NAVAL ESPIONAGE!

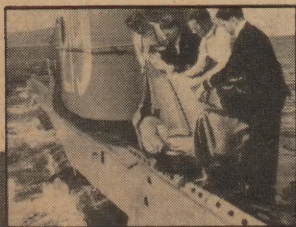
**FTON WEBB · GLORIA GRAHAME**

**THE  
MAN WHO  
NEVER WAS**

COLOR by DE LUXE

**CINEMASCOPE**

with Robert Fleming,  
Josephine Griffin, Stephen Boyd  
Directed by RONALD NEAME  
Screenplay by NIGEL BALCHIN  
From the novel by Ewen Montagu



THE GREATEST, MOST DANGEROUS FRONTIER  
OF THEM ALL . . . JUST 17 MILES FROM YOUR  
HOME—STRAIGHT UP!

**GUY MADISON · VIRGINIA LEITH  
JOHN HODIAK · DEAN JAGGER**

**ON THE  
THRESHOLD  
OF SPACE**

COLOR by DE LUXE

**CINEMASCOPE**

Produced by WILLIAM BLOOM  
Directed by ROBERT D. WEBB  
Screenplay by SIMON WINCEMBERG





## THE NIGHT MY NUMBER CAME UP

with Michael Redgrave, Sheila Sim,  
Alexander Knox,  
J. Arthur Rank 94 Mins.

SOLID ENGLISH SUSPENSE DRAMA CONCERNING A DREAM OF AN AIR TRAGEDY WHICH ALMOST COMES TRUE. GOOD FOR ART HOUSES, SOME GENERAL VALUE, TOO.

The English tradition of fine suspense dramas is upheld in this J. Arthur Rank import based on a factual article originally published in the Saturday Evening Post. In this case, the suspense centres around the fate of an English government plane flying between Hong Kong and Tokyo with an interesting and varied passenger list.

Director Leslie Norman builds the suspense quietly almost from the first scene, holding back his power until final pins-and-needles sequences, and has the aid of a literate, often witty script contributed by R. C. Sheriff.

Michael Redgrave plays a stolid air marshal, Alexander Knox a frightened diplomat, Denholm Elliott a sensitive pilot who has been the victim of a bad air crash several years before, and Sheila Sim provides the sex appeal as a pretty secretary.

This should be rewarding fare for art house boxoffices and may have some general market possibilities, too, in view of its values as a straight thriller.

CAST: Michael Redgrave, Sheila Sim, Alexander Knox, Denholm Elliott, Ursula Jeans.

CREDITS: Direction, Leslie Norman; Screenplay, R. C. Sheriff; based on a magazine article by Sir Victor Goddard; Photography, Lionel Banes.

DIRECTION: Very Good.  
PHOTOGRAPHY: Capable.

### 20th-Fox' 'Do Re Mi'

Tom Ewell and Sheree North have been teamed again for 20th-Fox' Do Re Mi, which will be produced and directed by Nunnally Johnson.

## Columbia Purchases New Faulkner Book

Soldiers' Pay, a new novel by William Faulkner, American literary titan who has won both the Nobel Prize and Pulitzer Prize, has been purchased by Columbia Pictures and assigned to William Fadiman to produce by executive producer Jerry Wald. Raphael Hayes will start work immediately on the screenplay.

Though no castings have been made to date, the script is contemplated as a vehicle for Columbia's fast-developing "new faces," with eight principal roles provided by the novel.

## THE PRISONER

with Alec Guinness, Jack Hawkins,  
Raymond Huntley. 91 Mins.  
Columbia

DEALS WITH THE IMPRISONMENT AND DEGRADATION OF A CATHOLIC CARDINAL IN A TOTALITARIAN COUNTRY. HIGHLY IMPRESSIVE PERFORMANCES AND DIRECTION.

A new Alec Guinness is on display in this superb English film, a Guinness whose straight performance must be taken into account in any awards to best actors of the year. The film itself is one of the finest to come from England in many a year, a fascinating, suspenseful, moving tale of the imprisonment of a Roman Catholic Cardinal in a totalitarian country.

This is a subtle, highly intellectual picture, but on one level it is a movie which can be enjoyed by a wide audience. In some ways, Bridget Boland's exceptional script reads like a detective story, and director Peter Glenville has succeeded in spinning it out in such a taut manner that at moments the suspense is unbearable.

Add to this the timely aspects of the theme, plus the boxoffice phenomenon which is Guinness, and you have a film which might be successful beyond its predestined art house runs.

Apart from Guinness, Jack Hawkins is excellent in the complex role of the interrogator; Raymond Huntley likewise as a sinister member of the military and Kenneth Griffith impressive as a sniveling underling. An incidental touch of romance is sensitively played out by Jeannette Sterke and Ronald Lewis as, respectively, the wife of a political opponent of the regime and her prison guard lover.

Vivian A. Cox has turned out a production which is top-drawer in every respect, recreating nicely the feeling of a Central European city. Reginald Wyer's photography is noteworthy and Benjamine Frankel's score furthers the mood of the film at every point.

CAST: Alec Guinness, Jack Hawkins, Raymond Huntley, Jeannette Sterke, Ronald Lewis, Kenneth Griffith.

CREDITS: Executive producer, Sidney Box; Producer, Vivian A. Cox; Director, Peter Glenville; Screenplay, Bridget Boland; Photography, Reginald Wyer.

DIRECTION: Fine.  
PHOTOGRAPHY: Excellent.

### Columbia's 'Sons & Lovers'

Montgomery Clift will star in Columbia's Sons and Lovers.

### 'And Suddenly You Run'

Scott Brady and Joan Vohs star in Republic's And Suddenly You Run.

## THE DEEP BLUE SEA

with Vivien Leigh, Kenneth More,  
Eric Portman, Emlyn Williams.  
(CinemaScope-De Luxe Color)

20th-Fox 99 Mins.  
PROVOCATIVE, ADULT DRAMA BASED ON CONFLICT OF HUMAN EMOTIONS. SHOULD APPEAL TO MATURE AUDIENCES.

Terence Ratigan has authored a provocative screenplay that showcases some exceptionally good performances by Vivien Leigh, Kenneth More, Eric Portman, Emlyn Williams and Moira Lister. An adult drama, it should find its mark in special situations where the more sophisticated type of fare is wanted.

Anatole Litvak's production is an attractive one, photographed in De Luxe color and CinemaScope. As a matter of fact, Jack Hildyard's easy-on-the-eyes lensing is the first British production made in that process.

Litvak's direction is smooth and well-defined, drawing on the range of human emotion for effective portrayals from his characters, a distinguished judge, Emlyn Williams, his estranged wife, Vivien Leigh, and the irresponsible, ex-RAF pilot she's living with, Kenneth More.

A London Film Production presented by Alexander Korda.

CAST: Vivien Leigh, Kenneth More, Eric Portman, Emlyn Williams, Moira Lister, Arthur Hill, Dandy Nichols, Jimmy Hanley, Miriam Karlin, Heather Thatcher.

CREDITS: Producer, director, Anatole Litvak; Screenplay, Terence Ratigan; Music composed by Malcolm Arnold; Conducted by Muir Mathieson; Production designed by Vincent Korda; Photography, Jack Hildyard.

DIRECTION: Excellent.  
PHOTOGRAPHY: Very Good.

## 'Goodman Story' Day & Date In Toronto

The Benny Goodman Story, eagerly awaited U-I production being released by Empire-Universal Films, is responsible for an innovation that may become a policy if warranted—the day-and-date showing of the same feature at Loew's Yonge Street and Loew's Uptown.

Following in the category of The Glenn Miller Story, it was necessary to evolve an exhibition policy in keeping with the fantastic boxoffice impact of that picture. The Benny Goodman Story, right after its early USA dates, indicated that it would be another smash.

Loew's officials worked the deal out with A. W. Perry, Empire-Universal president, and Mark Plottel, general sales manager.

## News Clips

Walter Lantz will represent the Animated Film Producers Association on the committee to glamorize both Hollywood Boulevard and Vine Street. One hundred cartoon characters will be part of the decorations . . . John Allen, Thorold, Ontario exhibitor, has become district representative for Draper Dobie & Company, Toronto brokers . . . Joshua Lieberman, theatre circuit executive, was elected president of the Congregation Shaarei Bedek for his ninth consecutive term.

The NY Variety tent recently installed Chief Barker Harold J. Klein and his crew at a luncheon in Toots Shor's . . . Konczakowski Theatres of Buffalo is asking \$32,100,000 in the U.S. District Court from nine distributors for operating an alleged illegal monopoly, which affected the earnings of its five theatres . . . Net income of Walt Disney Productions for the year ended October 1, 1955 rose to \$1,352,576 compared with \$733,852 — or \$2.07 a common share as against \$1.12.

Jean Carson, a Rank Organization star whose latest film is An Alligator Named Daisy, has just been voted the Most Promising New Star of American Television in a poll conducted by Motion Picture Daily. She has starred in a number of NY TV "spectaculars" and will return in July to the UK for more films . . . Tent 7, Variety Club of Buffalo, presented the Children's Hospital with \$28,405 for it Cerebral Palsy Centre at the recent installation of officers, which saw Elmer Lux take over from W. E. J. Martin as Chief Barker.

## Canadian Premieres For 'Helen Of Troy'

Seven Canadian cities are scheduled to join with 13 USA and 114 foreign ones in the global premiere of Warner Brothers' Helen of Troy on January 26. An audience of more than half-a-million persons are expected to be present at the first night of the film, a CinemaScope-Warner-color production starring Rossana Podesta and Jack Sernas. Other cities may be added later to those already booked.

The Canadian cities are Toronto, Edmonton, Montreal, Winnipeg, Calgary, Vancouver and Ottawa.



**LT.-COL. COOPER**

(Continued from Page 1)

16 Mm. Distributors Association, which he organized and which later disbanded. In 1953 he was one of those honored by the Canadian Picture Pioneers for making a "distinguished and unique" contribution to the advancement of the Canadian motion picture industry as one of its leading spokesmen for many



LT.-COL. JOHN A. COOPER

years. One of the best workers for the Canadian Red Cross, he headed its campaigns in the theatre and film trade. He also served as president of the Dominion Fire Prevention Association and The Musical Protective Society of Canada.

Lt. Col. Cooper was one of the founders and first presidents of the Canadian Club of Toronto and was a director of the Canadian National Exhibition for seven years. He was vice-president of the Tandy Advertising Agency, Ltd. Originally a journalist of distinction in Canada, he was a past president of the Canadian Press Association. In 1919, after his return from overseas service during the First World War, he was appointed director of the Canadian Bureau of Information in New York by the then Prime Minister, Sir Robert Borden, resigning to return to Canada in 1921.

Educated at the University of Toronto, where he obtained his BA and LL.B., he joined the Maclean Publishing Company in 1892, became editor of the Canadian Magazine in 1895 and later held the same post from 1906 to 1915 with the Canadian Courier.

When the first World War broke out Lt.-Col. Cooper, who had been an officer of the Queen's Own Regiment up till then, raised the 198th Battalion in Toronto, known popularly as the Canadian Buffs. After taking his battalion to France, he served on the headquarters staff of the

## SHORT THROWS

**ARTICLE** by Hugh MacLennan in the first 1956 edition of *Saturday Night—The Canadian*, 1955 Model—had this in it: "If it should occur to him to establish, or to encourage the establishment, of a native motion picture industry, free of Hollywood control, which would make mature, good pictures out of the Canadian scene, he would seem much more interesting and valuable to mankind than by adding another four miles to the subway. He would also be happier, and for a simple reason. Nobody can fail to be happy if he is interested in himself, and the surest way for a man to become interested in himself is to do things to make himself interesting to others."

**INTERESTING** comment by Walter O'Hearn in The Montreal Star: "If I were giving out awards—which heaven forbid—they would go to the people who never figure in the polls and the hoo-hurrah but who turn in dependable jobs, year in and year

### Cast In 'The Black Sleep'

Basil Rathbone, Peter Lorre, Lon Chaney, Jr., John Carradine and Bela Lugosi will star in UA's *The Black Sleep*.

## 'First Traveling Saleslady'

Carol Channing has been signed by RKO to make her screen debut in a starring role with Ginger Rogers in *The First Traveling Saleslady*.

Fourth Canadian Infantry Brigade and saw service in France, Belgium and Germany.

Services were at St. Simon's Church and interment took place in Mount Pleasant Cemetery.

out, filling those background roles which make the movies bearable. They are well paid, they lead good, quiet lives, with no public strain and press agency, yet being actors they must want recognition and they get very little."

**INFORMATION** films from the U.S. Information Agency, which in some ways corresponds to Canada's National Film Board, were welcomed in 83 countries last year. The Agency now has 1,000 of the films it produced and distributed in circulation, yet the demand last year exceeded the supply by 70 per cent. Films were produced in the USA and 22 other countries, where native actors were used. The American motion picture industry aids distribution of 24,000 prints in 19 languages. Most popular is an international news review, *Our Times*.

**SILENT** screen star Norman Kerry, 60, who co-starred with Lillian Gish, Mary Pickford, Alice Brady, Constance Talmadge and many other leading actresses of other days, passed away in Cedars of Lebanon hospital last week after major surgery. His wife, the former Kay English, survives him.

**SOCIETY** of Motion Picture and Television Engineers, which has many Canadian members, will provide copies regularly and at a moderate cost of all American standards to engineers and others. The annual fee for the four-times-yearly service is \$7.50.

**HOLLYWOOD** Television Service, Republic's TV sales subsidiary, will make 76 features available immediately, with 24 in the first block offering John Wayne, Susan Hayward and other top stars. Walter Manley is manager of the Canadian branch of HTS, which has its headquarters in Toronto.

## OUR BUSINESS

(Continued from Page 3)

doomed to extinction and the sooner their owners realize it the better it will be for them financially. One former theatre operator who had leased his two theatres ten years ago had them returned to him recently on the termination of the leases. He was told that these theatres were now economically unfeasible and was advised to put the properties to other uses. He refused to believe this and began to operate them himself. This experiment cost him several thousand dollars in a short time. Owners of such borderline theatres should seek competent advice in determining whether to continue the battle or seek other fields of endeavor.

## 'Is This Our Son?'

RKO has acquired Robert Dozier's modern drama, *Is This Our Son?*, and will produce the film in June with an all-star cast. Under the title of *Deal a Blow*, it won the Christopher Award as the dramatic play of the year on television.

## One Theatre Opened; Two More In Work

Tom Yacyshyn has opened his 200-seat, six-day Fort Theatre, the first in Pelly, Saskatchewan.

In work are Rex Films' Salle Paroissial in St. Jean d'Evangelist, Quebec and G. Bourdnadair's Cinema d'Erable in St. Emile l'Energie, Quebec.

T. C. Pinsonneault has taken over the Warwick in Warwick, Quebec and has reopened the house, for which Cine Enterprises will do the booking. Chao Chow Lee Theatres Limited has purchased the State in Vancouver and changed its name back again to Avon. It will run regular programs six days a week but will show only Chinese films on Sundays.

## Six-Year Price Range of Industry Stocks

(From The Financial Post, which explains that the quotations are taken from official stock exchange records but that it cannot accept responsibility for prices given.)

	1955			1954		1953		1952		1951		1950	
	High	Low	Close	High	Low	High	Low	High	Low	High	Low	High	Low
	\$		\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Eastern Theatres .....	—	—	—	26	25	22	20	—	—	22½	22	27	27
Famous Players .....	29	20	21¼	28½	19	21¾	18	19¼	15½	18¼	15½	17½	13¼
Loew's .....	150	105	115	92	85	80	80	70	70	—	—	75	75
Theatre Prop. ....	—	—	—	*	*	13½	7	7¼	6	7	4½	—	—
United Amuse., A. ....	10½	9	9	12	11	11	10	11	10	10	9½	—	—
Do. B .....	10	9	10	11½	10	10	7½	9½	8	9½	7	—	—
Do. V.T. ....	11½	7	7	10	7½	—	—	—	—	10	10	—	—
Do. A (old) .....	—	—	—	—	—	—	—	—	—	*44	*41	40	34
Do. B (old) .....	—	—	—	—	—	—	—	—	—	*	*	30	22
Do. V.T. (old) .....	—	—	—	—	—	—	—	—	—	*42	*40	40	35

Special Three-Year Report on Unlisted Stocks Comparative Closing Bid and Ask Prices at the Year End.  
As Supplied by Intercity Securities Corporation Limited.

	—1955—		—1954—		—1953—	
	Bid	Asked	Bid	Asked	Bid	Asked
Paramount Oshawa Theatres .....	12.50	.....	12.50	.....	12.50	.....
Skyway Drive-In Theatre .....	1.55	1.85	1.25	2.00	1.00	1.40
*Delisted						



In the Box-Office  
tradition of *"The Glenn Miller"*  
Universal-International  
*now proudly Announces*

# The Benny G



*Starring*  
STEVE ALLEN ★ DONNA REED

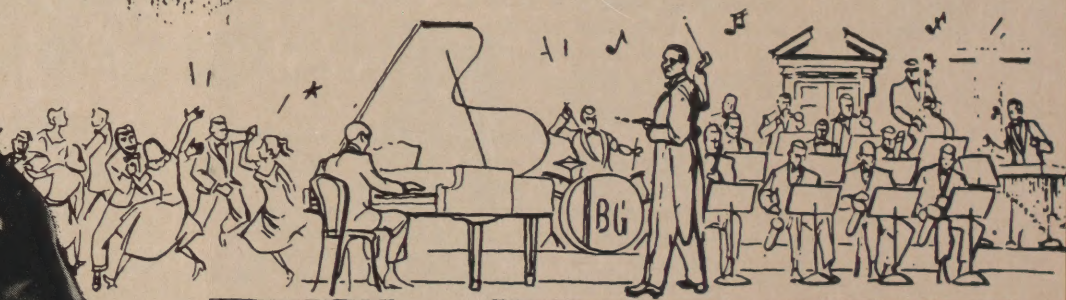
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Story"

# Goodman Story

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TEDDY WILSON • EDWARD "KID" ORY

and Guest Stars HARRY JAMES • MARTHA TILTON • ZIGGY ELMAN

and the incomparable **BENNY GOODMAN** playing the Clarinet



Written and Directed by VALENTINE DAVIES • Produced by AARON ROSENBERG



## Observanda & Personalia



## Typodermic Injections

BILL COSMAN, the National Film Board's International chief, is rounding up a committee to select the Canadian films to be shown during the six months of the 1958 World's Fair in Brussels . . . *Maclean's* is on a real CBC kick in its current issue, offering an editorial, *Why can't we get our money's worth from CBC television?*, and Blair Fraser's *What's the bill for an independent CBC?* . . . Can I confess that I just don't shudder with delight when someone heretofore known only as a TV interviewer or emcee does a bit of a dance or song poorly? It's supposed to astound us, I guess. Why not let the dancers dance and the singers sing and make the rest stick to what they're supposed to be good at? . . . *Everybody* and his cousin got a *Liberty* TV award and the cocktail party that followed the presentations was fun, with Jack Kent Cooke on hand to help make it that. There a *Tamburlaine* star needled me into a wager, me saying that it wouldn't hit on Broadway . . . *Best non-theatrical* show of the year is the Simpson's three-floor ninth annual Home-makers' Show, on now . . . *Wasn't that* recent thaw the messiest since Harry K? . . . *Movie dialogue* I can now do without: "How much do you suppose he heard?" . . . *To Helen A*: Thanks. You're a doll . . . *Dial Soap commercial*: "Protects you for hours—even days." Why not get an endorsement from Bathless Groggins?



**MY SHADOWLAND.** That's the name of a song by Jennings and Handorf of Toronto and it was distributed free at Christmas, 1919 in the Allen Theatre, Calgary. That's probably where Mrs. Ken Leach got the copy I saw. It was dedicated to Jule and Jay J. Allen, brothers, who were among the principals of the 60-theatre circuit. The back cover has a picture of the Allen, Calgary, the circuit's first deluxe house, along with Jule and Jay, father Barney and cousin Harry J. You know what? I asked Jule about the song. Doesn't remember a thing . . . *Everybody* has one or more favorite oldies that never came back. I can think of four—*Take Me to That Land of Jazz*, *I Know What It Means To Be Lonesome*, *I Don't Know Why I Should Cry Over You* and *Peggy*. I dare pianist Bernie Black, the Town Tavern's Oldie Master, who plays 'em as you call 'em, to come up with a couple of those . . . I think I'll write a sequel to *Black Eyes, Why Are You Blue?* and call it *Sharp Eyes, Why Are You Dull?* No *Benzies From Heaven* maybe? . . . I know a guy with an express desire. He longs in song for the *Chatanooqa Choo-Choo* and *The Atcheson, Topeka & the You-know-what* . . . *Enough* of these jazz bandies . . . *Figure on* seeing *The Fifth Season*, a funny play starring Sammy Sales, at the Avenue beginning January 23. Among those onstage with him will be Bill Walker, Stan Francis, Johnny Shapiro and Sylvia Page.

**A CANADIAN TOO.** "An American was a man who had the luck to be born on this continent where the heat was hotter and the cold was colder and the sun was brighter and the nights were blacker and the distances were farther and the faces were nearer and the rain was more like rain and the mornings were more like mornings than anywhere else on earth — sooner and sweeter and lovelier over unused hills" — Archibald MacLeish in *The American Cause* . . . I hear that Mike Pearson, our UN man, just isn't getting along with the press and it wouldn't make many scribes at all unhappy if Mr. St. Laurent buzzed for this diplomat grown impatient with the alleged inability to quote him correctly and said: "This is it. Turn in your striped pants" . . . *Gin player* went for a world cruise and, on return, was asked what kind of a time he had. "Lousy," was the answer. "I didn't draw a decent hand the whole trip" . . . *Ginger Rogers* is no longer gingery but retains the nickname. How would it sound today if Lillian Gish had been known as Cutie Gish in earlier film times? . . . *Heading*: "Walter Winchell Sues Net For \$7 Million." Say, Walter, old pal, if you need a few bucks — . . . *People keep* saying: "There's another trailing behind." Where else can it trail but behind? Reminds of a nice fellow who is driving me mad by saying after every second sentence: "D'ya know what I mean?" And he doesn't expect an answer either.

**FIFTIETH ANNI** edition of *Variety*, a year's reading at least, quotes George M. Cohan on the subject of home competition for theatres: "Nothing's ever been invented that'll keep a guy home — except a dame" . . . *Here's a sight* that startled folks near a north-end collegiate: Teeners in hip boots, undershirt and hat with brim pinned back. Seems that they had declared an Art Carney Day . . . *DeMille* had better look out. Tyrone Guthrie, says Tania Long in the *NY Times*, will direct the film version of *Oedipus Rex* as done at Stratford. If he does it in *Tamburlaine* style he's liable to make *The Ten Commandments* look like a quickie . . . *Bill Tod* is back at Independent Theatre Services after a spell at General Films. He replaces Joe Meyers . . . *Saw Nat Cohen*, Phil Stone and other familiar faces at the opening show of the A-G-E Film Society, founded by Aldo Maggiorotti, Gerald Pratley and Elwood Glover. Join now to see *Monsieur Beaucaire* on February 5 and the four programs to follow at the Studio Theatre on Sunday evenings. Later Elwood and yours truly joined Aldo and Anita Maggiorotti at the Capri, where Jan Pearce, fresh from his concert at the Beth Tzedec, was waiting for them. An amusing table companion is Pearce, whom Elwood interested in helping Lesia Zubrack, a local soprano with many awards . . . *To Leroy Linick*, Hollywood: Nice of you to say that . . . *Ben Cronk*, a picture pioneer hereabouts, is getting over a stroke in Hollywood and writes that he'll be here this summer. We'll all be happy to see you, Ben.

**BROTHERHOOD WEEK** is coming up and it brings to mind the idea that a good way to greet it is to go over one's thinking about those of other races, religions and politics. How many prejudices so strongly resented by others have we acquired when very young and retained?


The Chinese in America did much to extend the railroad tracks and build up mining in the frontier days of the American West, yet were frequently mistreated. This last fact helped Judge Henry C. Caldwell, addressing the New England Society of St. Louis in 1895, make an interesting point about certain types of people, and he used a funny story to show how surprised they are to find the object of their indignities challenging their attitudes. Said Judge Caldwell:

"Their present idea of civilization resembles somewhat that of the Colorado miner. An American citizen who believed every man had a right to do as he pleased, with the proviso that every man did not include a negro or a Chinaman, jumped a Chinaman's mining claim, and was swiftly and scientifically shot by the Chinaman. The miner's friends gathered around his dead body and inspected the location of the wound, which was in a vital spot and produced by a big bullet, and then one of them remarked sadly, 'Boys, them damn Mongolians is becoming civilized.'"

**PERHAPS IT'S** the Stratford or the CBC influence — or both — but there seems to be the idea about that the theatrical arts are becoming a permanent and important part of Canadian life. For instance, Industrial Electric, under Dick Pickering, is helping to rebuild the stage at the Queen Alexandra school, which will have a board worth about \$11,000, with dimmers and all. The stage at Northern Vocational, which has drama classes in its night courses, will cost about \$40,000. Both auditoriums will have 16 mm. booths and equipment. Other local schools are beginning to regard their stages, which are occupied day and night in one way or another, as a normal part of school activities . . . "Notwithstanding the vulgarity associated with the 'moving picture shows,' the Cinematograph is gaining its place as a useful and thoroughly scientific contrivance in education and illustration," said the *Manitoba Free Press* of Winnipeg condescendingly — on August 5, 1911. A patron gave Del Fox of the Fox Theatre, Pincher Creek, Alberta a copy and he let me have a look at it. The quoted sentence is from an article, *The Cinematograph*, which appeared in the Science section. It also advises that "This widely used invention will prove a great benefit in spreading intelligence throughout the world, whatever may be said of the danger of suffering from the 'moving picture eye.'" To the writer, if still with us: "Thanks — I guess."



In every man there is the secret...



# ALEC GUINNESS as "THE PRISONER"

## ... A SMASH IN EVERY WAY!

Acclaimed  
by  
the critics  
and  
it **broke**  
**all records\***  
1st 2 days  
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### "ONE OF THE BEST OF THE YEAR"

... the range of Mr. Guinness' talent is brilliantly and movingly revealed. Beautifully done in every way. All of this is immensely absorbing."

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... a powerfully appealing drama ... at all times challenging to the imagination. Guinness' performance is masterly."

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A monumental experience ... the impact is shattering."

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... Guinness gives a strong, lean performance, a superbly controlled bit of acting."

—William K. Zinsser, N.Y. Herald Tribune



### "NOTHING SHORT OF SUPERB"

... a compelling narrative, tensely dramatic."

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### "CAN BE ENJOYED BY A WIDE AUDIENCE" —Film Daily

ALEC GUINNESS • JACK HAWKINS in **THE PRISONER**

Screen Play by BRIDGET BOLAND • Executive Producer SYDNEY BOX  
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Depicted By The Habitants' Artist  
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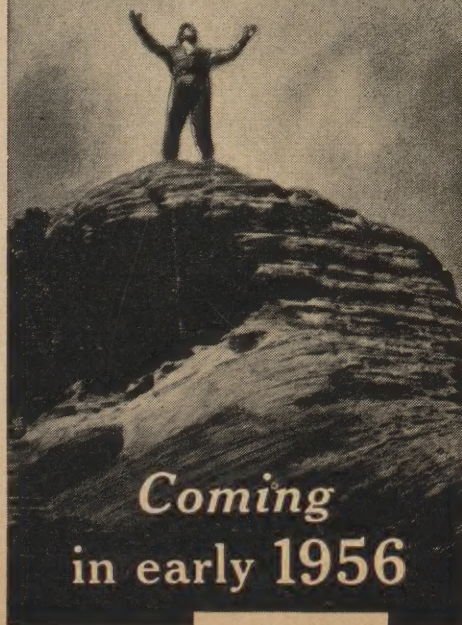
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## Theatres Under Construction

Town	Theatre	Seats	Licensee
<b>British Columbia</b>			
Fruitvale .....	.....	350	R. Winfield
Nechako Centre .....	.....	—	R. C. Steel & H. Howard
Kitimat .....	.....	650	Kitimat Theas. Ltd.
<b>Alberta</b>			
Brownvale .....	.....	—	M. Rabchak
Edgerton .....	Cardium .....	480	J. F. Hawk
Edmonton .....	Sahara .....	800	—
Edson .....	Roxy .....	—	H. Bubel
Grand Centre ....	Grand Centre .....	300	Carl Olson
Grand Prairie ....	.....	—	R. R. Lancaster
Medicine Hat ....	.....	850	R. Dederer
Sanguo .....	.....	—	Pudar Bros.
Wildwood .....	Wildwood .....	—	M. M. Nikolaynk
<b>Saskatchewan</b>			
Lestock .....	.....	—	W. Cook
Smylie .....	.....	—	J. Dobni
Vulcan .....	.....	—	—
<b>Ontario</b>			
Chapleau .....	Fox .....	500	—
Manitouwadge ..	.....	—	Premier Operating
<b>Quebec</b>			
Chibougamau ..	Vimy .....	—	Robert Gallichan
Forestville .....	.....	—	Albert Drapeau
Schefferville ....	.....	—	J. A. Layden
Senneterre .....	.....	—	RCAF
St. Emile L'Energie	Cinema D'Erable .....	—	G. Bourdnadaire
St. Jean .....	.....	—	—
d'Evangelist ....	Salle Paroissial .....	—	Rex Film
St. Sylvestre ....	.....	—	RCAF

Soon  
he  
will  
rise  
in all  
his  
might...

## THE CONQUEROR



from **RKO**

